



## College of Enterprise & Development

### Course Outline Sustainable Tourism Practices

BX660112

Semester 2, 2014

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## COURSE OBJECTIVES / AIM

To provide students with an awareness and understanding of the benefits of adopting environmentally, economically sustainable practices which are also socially and culturally sustainable for all tourism sectors.

## QUALIFICATIONS

BX660017 , Sustainable Tourism Practices is a level 6 paper in the Bachelor of Applied Management/Graduate Diploma

It is a student's responsibility to ensure they meet the academic requirements of the qualification involved. See the Student Handbook for further details.

## PRE-REQUISITES

Required:

NA

Recommended:

NA

## COURSE STAFFING

Lecturer(s)

Name: Hilary Jenkins

Office: D104

Phone: 03 4776153

Email: Hillary.Jenkins@op.ac.nz

Consultation hrs: Tuesdays (email appointments)

## DELIVERY DETAILS

Lectures

Day(s): Thursday

Time(s): 8.00am – 10.00am

Location: D101

*Please note that attendance may be required at additional sessions during the semester which may take the form of lectures, seminars, tutorials, group work or meetings, etc., or industry visits. You will be notified at least 2 weeks in advance of these arrangements which are a necessary and valuable addition to aid your learning.*

Should you require assistance beyond formal and prescribed lectures, etc., please make an appointment during consultation hours above or alternatively with the Learning Centre.

Students are permitted to use laptops in class BUT *ONLY* for the purposes of the paper(s) they are studying. Students using laptops for personal reasons/non-academic activity will be asked to leave the class for the remainder of that session. On-going non-compliance may lead to further penalties including being excluded from class.

## COURSE PARTICIPATION

To ensure your success in this course, participation in all lecture sessions and tutorials, etc., (if applicable) is highly recommended. Tutorials are generally designed to assist your application of course material and generally no new material is taught.

*Regularly check your student email and Moodle for messages and other communications concerning class scheduling, assessments, notification of updates or events and other important information.*

*It is your responsibility to ensure you are able to check your student email. This is the official communication channel and email sent to it is assumed to be received. Not checking your email will not be accepted as an excuse for missing important information related to your paper(s).*

*You can manage your email at the STUDENT HUB (<http://www.op.ac.nz/students/student-hub/>) and download the instructions for forwarding your email here (<http://www.op.ac.nz/students/student-hub/>)*

As a matter of courtesy please inform Administrative Staff and/or your Lecturer prior to class if you are unable to attend. You may text 021 246 5009 or email [Ayesha.Kinraid@op.ac.nz](mailto:Ayesha.Kinraid@op.ac.nz) or [sab.admin@op.ac.nz](mailto:sab.admin@op.ac.nz). Some students, eg, international students or students on special contracts may have contractual obligations regarding their attendance which we are required to provide to the relevant government agencies.

Attendance is closely monitored for ALL students and non-attendance is followed up by your lecturers, the College or members of the Student Success team, as there is a strong correlation between attendance and success. Please note students who fail to attend lectures for a period of 2 weeks without legitimate cause or who have regular and unexplained absences may be withdrawn from that paper(s) by the College.

You must advise via email or by using the form available from the College of Enterprise & Development reception, if you intend to withdraw from a course.

## CHANGES/FEEDBACK

Students are encouraged to provide feedback on both course/paper content and lecturer performance. Evaluations occur every semester and we encourage you to respond with constructive and meaningful feedback.

Lecturers will seek informal feedback in weeks 4 – 5 and report back to the class the following week reflecting on this feedback and any possible changes.

As a result of recent student feedback and/or lecturer review re this paper the following changes have been implemented for this delivery:

## COURSE RESOURCES

There is no text book requirement for this course.

## ELECTRONIC RESOURCES

This course unlike others offered by the College of Enterprise & Development uses Wikieducator to deliver resources. Any readings or course material not able to be placed on the wiki due to copyright infringement will be provided to the student through other means. You are encouraged to become familiar with this resource:

[http://wikieducator.org/Sustainable\\_Tourism\\_Practices](http://wikieducator.org/Sustainable_Tourism_Practices)

## LEARNING OUTCOMES

Students will be able to:

1. Identify and examine sustainability in a tourism context
2. Identify and analyse the complexity and challenges of sustainability in tourism
3. Discuss and evaluate the implementation of sustainable practices for all sectors of tourism
4. Discuss the future focus for sustainable practice in relation to the tourism industry and enterprises

**ASSESSMENT GRID**

Topics/Learning Outcomes	e-Portfolio assessment	Case Study assessment	Group Presentation assessment	Total
Understand key sustainability issues both present and future in a national and international tourism context	5	5	5	15
Identify and analyse the complexity and challenges of sustainability in tourism	15	10	10	35
Discuss the evaluation and implementation of sustainable practices for all sectors of tourism	15		10	25
Discuss the future focus for sustainable practice in relation to the tourism industry and enterprises	15	10		25
<b>Total</b>	<b>50</b>	<b>25</b>	<b>25</b>	<b>100</b>

**COURSE ASSESSMENT**

Course assessment consists of 3 major items of assessment – each assessment must gain 50% to pass the course.

**e-Portfolio**

Date ..... Monday, November 10, 2014

Time ..... 14 weeks (2 progress reviews)

Weighting ..... 50%

Portfolio activities

**Case Study**

Date ..... Friday, September 26, 2014

Time ..... 5pm

Weighting ..... 25%

Cases study/essay on the Great Barrier Reef

**Group Project/Presentation**

Date ..... Thursday, October 30/Nov 6, 2014

Time..... 8-10am

Weighting..... 25%

An in-depth analysis (group project) of a tourism enterprise and its sustainable practices – presented to the class by the group

Further details and guidelines concerning each piece of assessment will be provided throughout the semester.

**An overall mark of 50% is required to pass each paper.**

**Results for each assessment and your overall final result are available on the Student Hub/Portal. You must access these yourself. Hard copies of results are not sent to students but are available on request from Administration.**

Assessments ought to be submitted electronically (unless advised otherwise) naming each one as follows in the subject line:

**your name** followed by **abbreviation for paper** then **no' of assessment**, e.g., **johnblogsm2**

**The work that a student submits for assessment/grading must be the student's own work, reflecting his or her learning.**

Whenever you use ideas written by someone else in your assessments, you must acknowledge the source of this material. It is crucial that you understand the importance of respecting the intellectual property of other writers and researchers. All sources must be referenced using American Psychological Association (APA) format. If you do not acknowledge the material correctly, **whether intentional or otherwise**, you will be guilty of plagiarism which is considered a dishonest practice. Plagiarism will incur deductions depending on the severity of the 'offence' – these penalties range from mark deductions to deductions of a % of the assignment value or result to a zero mark for a whole paper. The following website is very helpful with APA referencing: [http://www.waikato.ac.nz/\\_data/assets/pdf\\_file/0017/51632/APA\\_Referencing\\_6th\\_ed.pdf](http://www.waikato.ac.nz/_data/assets/pdf_file/0017/51632/APA_Referencing_6th_ed.pdf)

Seminars to help with APA referencing and integrating academic literature into your work will be held near the beginning of the semester for Year 1 students. You are expected to attend this training session. We also encourage everyone to go to the Learning Centre should you require assistance with any aspect of referencing and/or academic writing.

(Refer to Otago Polytechnic Assessment and Moderation Policy AP900, and Plagiarism Policy AP607.00. These are available through the Student Portal/Hub.)

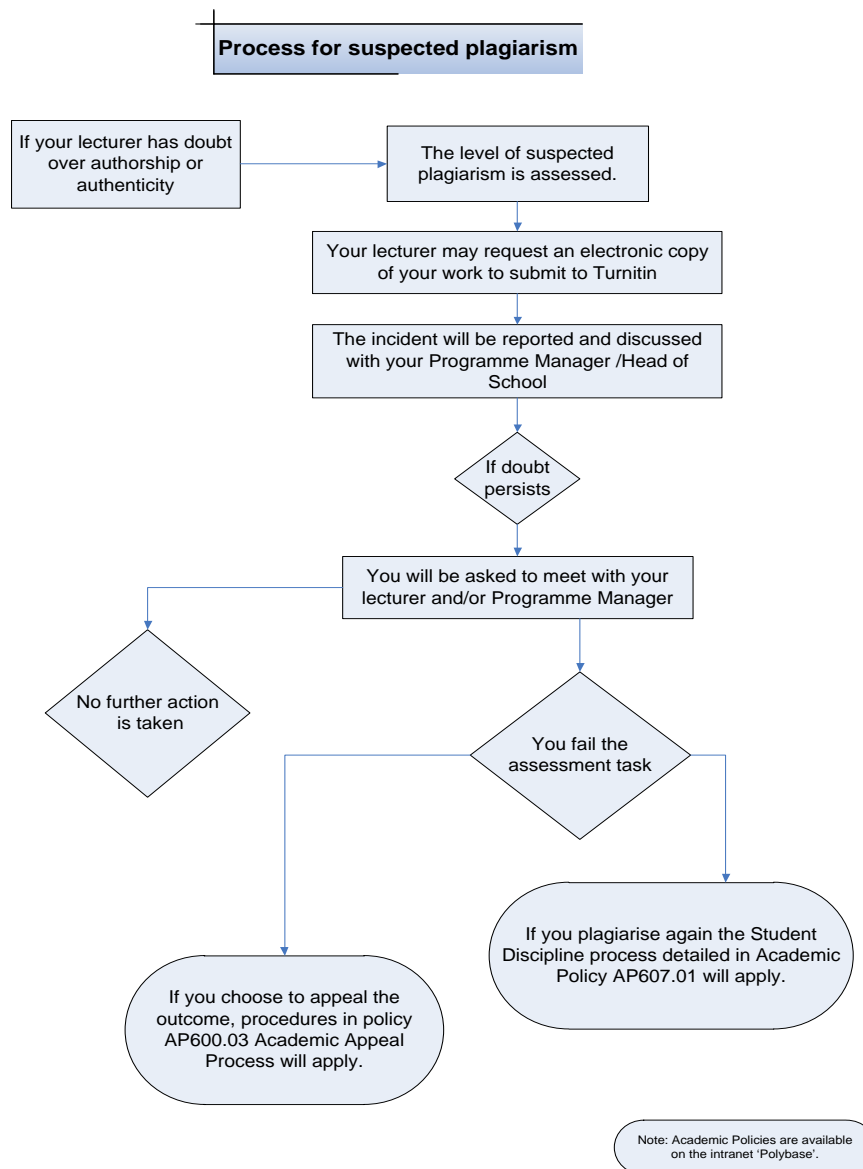
Other useful resources are available such as Endnote and the following websites:

- <http://citationmachine.net/?q=11>
- <http://owl.english.purdue.edu/owl/resource/560/06/>

Turnitin is an electronic plagiarism detection service that is used by educational institutions worldwide. When a student's assignment is submitted electronically to this system it is matched against millions of internet pages, electronic journals and a constantly increasing database of previously and concurrently submitted assignments. Teaching staff receive a report from Turnitin that can be used as a resource by them to assist in making a judgement as to whether a student's work is plagiarised. Your lecturer may require you to submit your assessments to 'Turnitin' (on Moodle) prior to submission to check the level of plagiarism.

Cases of dishonesty are regarded as serious by Otago Polytechnic.

If dishonest practice is suspected, the following process will be put into action:



## **ASSESSMENT INTEGRITY**

Deadlines will be enforced and any late assignments will be penalised. Ten per cent (10%) will be subtracted from the available marks for the assessment for each day by which the assignment is late, eg, if the assessment is out of 30, you will lose 3 marks for each day it is overdue.

Extensions will be granted in only two circumstances:

1. Medical grounds (a medical certificate is required)
2. Compassionate grounds

**You must apply for an extension BEFORE the due date by filling in the Extension Form available from the College Administration staff and negotiating a date for submitting your assessment with the lecturer(s) concerned.**

## **COURSE AWARD**

The overall top student in the course for the year will be recognised at an awards ceremony held in December. In some cases there are sponsored prizes for top students.



## COURSE OVERVIEW &amp; READING REFERENCES

Week No'	Week Commencing	Topic	Text Book Reference	Learning Outcome(s)
1	24 July	Introduction		
2	31 Aug	Climate Change/ - Impacts		
3	7 Aug	Sustainability – Governance – Models of Sustainability, Governing bodies, Montenegro case study		
4	14 Aug	<i>Case study continued</i> Guest Speaker – Lynn Brandham (Vietnam, Cambodia)		
5	21 Aug	Eco Tourism – Values, Ethics – Ngai Tahu Tourism – Kaikoura Whalewatch		
6	28 Aug	Eco Tourism – Conservancy and collaborative partnerships		
7	4 Sept	Resource Management – through supply chain management and customers involvement – two case studies <i>Assignment 1 first progress review</i>		
8	11 Sept	Global Tourism Business – Banyan Tree		
9	18 Sept	Corporate Social Responsibility – Marriot Casestudy		
10	25 Sept	Certification - <i>TIES</i> Guest speaker – Jen Rogers (Otago Polytechnic) <i>Assignment 2 due</i>		
		29 Sept – 10 Oct Inter-semester Break		
11	16 Oct	Sustainable business practices <i>Assignment 1, second progress review</i>		
12	23 Oct	Sustainable business practices (continued)		
13	30 Oct	Assignment 3 due – (Presentations begin)		
14	6 Nov	Wrap up – futuristic view		
15	Assignment 1 due (Monday November 10)			
16	EXAM WEEK - Mon 17 Nov - Fri 21 Nov (N/A)			

*Please note that an assessment is due at the beginning of week 15 - all formal classes will cease after week 14.*

**Note:** The Course Lecturer has the right to change the order of the lectures and/or topics included in each assessment at any time. Any changes will be communicated to students.